

# Business Administration

## Marketing Minor

Bachelor of Science

## Bachelor of Science Business Administration - Marketing Minor

This program is designed to introduce students to the many opportunities in the field of marketing. The study of marketing includes consumer behavior, international marketing and students may choose other marketing electives. These courses, in addition to the professional business core, provide students with a wealth of knowledge and skills to understand the function of marketing.

### Accreditation

The business administration (generalist) program is regionally accredited but has been excluded from Accreditation Council for Business Schools and Programs (ACBSP) accreditation at this time.

LSSU has remained accredited by the Higher Learning Commission since 1968. The Higher Learning Commission, 230 S. LaSalle Street, Suite 7-500, Chicago, IL 60604-1413.



### Career Choices

- ✓ Sales Management
- ✓ Market Research
- ✓ Product Analyst
- ✓ Retailing
- ✓ Professional Selling– Business to Business
- ✓ Buyer
- ✓ Logistics Analyst
- ✓ E-Commerce
- ✓ Account Executives/ Managers

### Course Format

Courses may be offered:

- Part-time • Full-time
- Online • Blended (online & in class combination)

It is the policy of Lake Superior State University that no person shall be discriminated against, excluded from participation in, denied the benefits of, or otherwise be subjected to discrimination in employment, or in any program or activity for which the University is responsible on the basis of race, color, national origin or ancestry, gender, age, disability, religion, height, weight, sexual preference, marital status or veteran status.

**Where do I start?** Contact the Escanaba Regional Center Director to discuss degree requirements, admissions requirements, financial aid, and customize your academic plan.

**What do I need?** Please bring your unofficial college transcripts, math placement scores (ACT, SAT or Compass) and a list of courses needed to complete your associate's degree or verification of completion when you meet with your advisor.

**How do I apply?** Fill out an application to LSSU online at www.lssu.edu and have official transcripts sent to Admissions Office, 650 W. Easterday Avenue, Sault Ste. Marie, MI 49783.

**Why LSSU?** Founded in 1946, LSSU is fully accredited by the Higher Learning Commission of the North Central Association since 1968. With small class sizes, LSSU offers personalized attention and a quality education.

**We are here to help you!**  
**Contact us with any questions:**

Heidi Berg  
Escanaba Regional Center Director  
Bay College JHUC Office #945  
ph: 906/217.4123 • email: hberg@lssu.edu



**LAKE SUPERIOR STATE UNIVERSITY**  
ESCANABA REGIONAL CENTER

*Delivering Academic Excellence Close to You!*

*Earn Your Degree in Escanaba!*

Bachelor Degree Programs:

- Accounting
- Business Administration
- Criminal Justice
- Early Childhood Education
- General Studies
- Individualized Studies
- Nursing Completion

906/217.4123 • Bay College Heirman Center #942



Mission:

Through dedication to excellence in teaching, the Lukenda School of Business develops students to become economically, socially, and environmentally responsible, and empowers them to become business and community leaders in a global society.



*In cooperation with*  
**BAY COLLEGE**

Lake Superior State University's  
*Bachelor of Science in Business Administration w/Marketing Minor*



Name: \_\_\_\_\_

Date: \_\_\_\_\_

<b>Courses taken at Bay College</b>						
Grade	Course #	Title	Credits	Prereq	Electives:	
					Grade	Course# Credits
<input type="checkbox"/>	ACCT101	Accounting Principles I	4			
<input type="checkbox"/>	ACCT102	Accounting Principles II	4	ACCT101	<input type="checkbox"/>	
<input type="checkbox"/>	BUSN160	Introduction to Business	3		<input type="checkbox"/>	
<input type="checkbox"/>	BUSN195	Business Communications	3	CIS101	<input type="checkbox"/>	
<input type="checkbox"/>	BUSN203	Management Information Systems	3	CIS101	<input type="checkbox"/>	
<input type="checkbox"/>	BUSN242	Principles of Management	3	BUSN160	<input type="checkbox"/>	
<input type="checkbox"/>	BUSN250	Business Law I	3		<input type="checkbox"/>	
<input type="checkbox"/>	BUSN253	Marketing*	3		<input type="checkbox"/>	
<input type="checkbox"/>	BUSN262	Principles of Selling*	3		<input type="checkbox"/>	
<input type="checkbox"/>	CIS101	Computer Concepts & Applications	4		<input type="checkbox"/>	
<input type="checkbox"/>	ECON131	Macroeconomics	3		<input type="checkbox"/>	
<input type="checkbox"/>	ECON132	Microeconomics*	3		<input type="checkbox"/>	
<input type="checkbox"/>	ENGL101	Rhetoric & Composition	3		<input type="checkbox"/>	
<input type="checkbox"/>		ENGL102, 145 or COMM 103, 104, 120	3		<input type="checkbox"/>	
<input type="checkbox"/>	MATH110	College Algebra	4	MATH105	<input type="checkbox"/>	
<input type="checkbox"/>	MATH210	Introduction to Statistics	4	MATH105		
<input type="checkbox"/>		Humanities	3			
<input type="checkbox"/>		Humanities	3			
<input type="checkbox"/>		Natural Science w/Lab	4			
<input type="checkbox"/>		Natural Science	4			
<input type="checkbox"/>		Social & Behavioral Science	3			
<input type="checkbox"/>		Electives	23			
			<b>Total credits at Bay</b>	<b>93</b>		

\*Satisfies minor requirements Course also satisfies MTA gen. ed. req'ments

<b>Courses taken at LSSU's Escanaba Regional Center</b>						
Grade	Course #	Title	Credits	Prereq	Semester	Year
<input type="checkbox"/>	BUSN403	Business, Government & Society	3	ECON132 & Jr.	Spring	
<input type="checkbox"/>	BUSN466	Business Policy	3	FINC341 & Sr.	Spring	
<input type="checkbox"/>	FINC341	Managerial Finance	4	ACCT102 & MATH110	Fall	
<input type="checkbox"/>	INTB486	International Marketing*	3	BUSN253	Spring	Even years
<input type="checkbox"/>	MGMT371	Operations & Business Analytics	3	MATH210 or equil.	Spring	Odd years
<input type="checkbox"/>	MRKT381	Consumer Behavior*	3	BUSN253	Fall	Even years
<input type="checkbox"/>	MRKT	LSSU 300/400 Marketing Elective*	3			
<input type="checkbox"/>	MRKT	LSSU 300/400 Marketing Elective*	3			
<input type="checkbox"/>		LSSU 300/400 Business Elective	3	Electives from ACTG, BUSN, ECON, FINC, INTB		
<input type="checkbox"/>		LSSU 300/400 Business Elective	3	MGMT or MRKT		
			<b>Total credits at LSSU</b>	<b>31</b>		
			<b>Total Bay &amp; LSSU credits</b>	<b>124</b>		

\*\*\*\*Rotation subject to change

For more info, please contact:

*Heidi Berg*

Escanaba Regional Center Director  
 Lake Superior State University  
 2001 N. Lincoln-Heirman Center #945  
 Escanaba, MI 49829  
 phone: 906.217.4123  
 email: hberg@lssu.edu

Students must earn at least 124 credits.  
 Overall GPA must be a minimum of 2.0,  
 in addition to a 2.0 GPA or above  
 in departmental requirements.

Residency Requirements:  
 Successful completion of 30 credits required  
 for the degree using Lake Superior  
 State University courses. Additionally,  
 at least 50 percent of the department  
 required 300/400 level credits  
 must be earned using Lake Superior  
 State University courses.

General Education Requirements:  
 To satisfy LSSU's gen. ed. requirements,  
 students should complete  
 an Associate's Degree at Bay College  
 with MTA / MACRAO Certification.  
 Check with your Bay College and LSSU  
 advisors regarding requirements.

For more info, visit our website: [www.lssu.edu/regionalcenters/escanaba](http://www.lssu.edu/regionalcenters/escanaba)